

The following Listing of Claims will replace all prior versions, and listings, of claims in the application.

LISTING OF CLAIMS:

1. (Currently Amended) A ~~wired/wireless~~ communication service system for providing a content to a variety of services using the codes in association with a plurality of user device by using a code having code value ~~devices that can be connected via a network in wired or wireless manner~~, comprising:

a user device configured to capture the code value;

a communication entity platform ~~platforms~~ configured to receive a for receiving code value values from the outside to provide the content contents information corresponding to the each code, and record performing an interested party-related log ~~record~~ that provides the user device and the content contents information;

an operating agent platform configured to receive for receiving the code value values from the user device devices and distribute the distributing code value information to the ~~respective~~ communication entity platform;

an on-line interested party module configured to register resource for registering ~~resources~~ corresponding to the content a variety of contents information in the communication entity platform and provide the content providing services such as contents to the user device devices; and

an off-line interested party module configured to receive the for receiving a code value ~~needed to provide the services such as the contents~~, which is issued by the operating agent platform, and insert inserting the ~~issued~~ code value after being issued into an off-line medium in order to let ,so that a user ~~can~~ select information to be associated with the code

value.

2. (Currently Amended) A ~~wired/wireless~~ communication service system for providing a content ~~variety of services using the codes in association with a plurality of user device by using a code having code value devices that can be connected via a network in~~ ~~wired or wireless manner~~, comprising:

a user device configured to capture the code value;

a communication entity platform configured to receive a ~~for receiving~~ code value ~~values from a the user device devices to provide the content contents information~~ corresponding to the each code value, and record ~~performing~~ an interested party-related log ~~record~~ that provides the user device and content ~~contents~~ information;

an on-line interested party module configure to register resource ~~for registering~~ ~~resources~~ corresponding to the content ~~a variety of contents information~~ in the communication entity platform and provide the content ~~providing services such as contents~~ to the user device ~~devices~~; and

an off-line interested party module configured to receive ~~for receiving~~ a code image corresponding to the code ~~needed to provide services such as the contents, the code image~~ which is issued by the communication entity platform, and insert ~~inserting~~ the issued code image after being issued into an off-line medium in order to let ~~so that~~ a user ~~can~~ select information to be associated with the code.

3. (Currently Amended) A ~~wired/wireless~~ communication service system for providing a content by ~~variety of services using a code having code value the codes in~~ ~~association with a plurality of user devices that can be connected via a network in wired or~~

~~wireless manner~~, comprising:

a user device configured to capture the code value;

a communication entity platform configured to receive the ~~for receiving~~ code value values from the outside to provide the content ~~contents information~~ corresponding to the each code value, and record ~~performing~~ an interested party-related log ~~record~~ that provides the user device and the content ~~contents information~~;

an operating agent platform configured to receive ~~for receiving~~ the code value values from the user device ~~devices~~ and distribute the ~~distributing~~ code value information to the respective communication entity platform ~~platforms~~;

an on-line interested party module configured to register resource ~~for registering~~ resources corresponding to the content ~~a variety of contents information~~ in the communication entity platform and provide the content ~~providing services such as contents~~ to the user device ~~devices~~; and

an off-line interested party module configured to receive the ~~for receiving~~ a code value ~~needed to provide services such as the contents~~, which is issued by the operating agent platform, and insert ~~inserting~~ the issued code value after being issued into an off-line medium in order to let ~~, so that~~ a user ~~can~~ select information to be associated with the code value,

~~wherein~~ the user device ~~configured to~~ ~~devices~~ transmit the ~~received~~ code value directly to the ~~a corresponding~~ communication entity platform by referring to an IP address of the ~~corresponding~~ communication entity platform, ~~which is written in an interface unit of the~~ user ~~devices~~, or to the ~~corresponding~~ communication entity platform through the operating agent platform, ~~according to~~ a previously set value,

the user device having an interface unit which writes the IP address.

4. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein the code is selected from the group consisting one of UPC (Universal Product Code), EAN (European Article Numbering), code 39, Interleaved 2 of 5, code 93, code 128, Plessey code, code 11, one-dimensional barcode including such as Standard 2 of 5 code and PDF-417 code, QR code, a two-dimensional barcode including such as Data Matrix, and color code.

5. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in any one of claims 1 to 3, further comprising
~~wherein the code is a code whose error is corrected and whose data capacity is extended, comprising:~~
a finding pattern region configured to demarcate ~~for demarcating~~ a code region from ~~the entire image of the code, and~~ [[]]
a timing pattern region configured to perceive ~~for perceiving~~ a data region from ~~the entire area of the code and perceive~~ ~~perceiving the location of each cell in the data region,~~ [[]]
and wherein
~~the data region to which~~ various data and decoding information of data ~~itself~~
are inputted to the data region.

6. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein the user device includes ~~associated with the system comprises:~~
a code input means for inputting the code value, ~~values;~~

an interface unit for transmitting the code value ~~values~~ received from the code input means to an operating agent or a communication entity platforms and for receiving resources corresponding to the code value,_{[[;]]} and

a mobile platform for reproducing the content ~~a variety of contents~~ and for implementing an application ~~that is implemented~~ through the code value.

7. (Currently Amended) The communication service system according to claim 2 ~~for providing wired/wireless contents and information as in any one of claims 1 to 3~~, wherein the user device including ~~associated with the system comprises~~:

a code input means for capturing the _{[[a]]} code image_{[[;]]}

a decoding unit for extracting code value ~~values~~ of the code image recognized in the code input means_{[[;]]}

an interface unit for transmitting the code value ~~values~~ extracted in the decoding unit to an operating agent or a communication entity platforms, and for receiving the resource ~~resources~~ corresponding to the code value,_{[[;]]} and

a mobile platform for reproducing the content ~~a variety of contents~~ and implementing an application ~~that is implemented~~ through the code value.

8. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in claim 7, wherein

the code input means includes ~~comprises~~ one of a photo sensor, a scanner, a PC camera, a digital camera, a web camera and a CCD/CMOS camera.

9. (Currently Amended) The communication service system ~~for providing~~

~~wired/wireless contents and information~~ as recited in claim 6, wherein

the mobile platform is selected from the group consisting of one of a web browser
~~such as~~ WAP, UP and ME (Mobile Explorer), a VOD player, a platform including such as
BREW, WITOP and WIPI, an OS (Operating System) including such as Palm OS, Symbian
OS and Windows CE, and Virtual Machine.

10. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 7, wherein

the mobile platform is selected from the group consisting of one of a web browser
~~such as~~ WAP, UP and ME (Mobile Explorer), a VOD player, a platform including such as
BREW, WITOP and WIPI, an OS (Operating System) including such as Palm OS, Symbian
OS and Windows CE, and Virtual Machine.

11. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein

the operating agent platform includes ~~comprises~~:

a switching gateway configured to receive ~~for receiving~~ the code value ~~values~~
from the user device and distributes ~~distributing~~ the ~~received~~ code value ~~information~~
to platforms of a each communication service provider;

a contents marketplace configured to issue ~~for performing functions of issuing~~
the [[a]] code value and searching the content ~~contents~~ so that the an off-line
interested party module selects ~~can easily select~~ data associated with the code value
recorded engraved in an off-line medium by searching the content ~~contents~~ of the an
on-line interested party module on a web base₁ ~~[[:]]~~ and

a registration administration module configured to perform ~~for performing~~ an operating agent support function.

12. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in claim 11, wherein

the contents marketplace includes ~~further comprises~~

an internal function module configured to perform ~~for performing~~ payment and billing, statistic, management, and operating maintenance of an interested party.

13. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in any one of claims 1 to 3, further comprising

a switching database configured to interwork ~~for interworking~~ with a switching gateway of the operating agent platform and store ~~storing and recording~~ various resources including the ~~such as~~ code value ~~values~~ and contents URL₁[[;]]

a switching database module configured to administrate ~~for administrating~~ the switching database₁[[;]]

a log database configured to store ~~for recording and storing~~ the use state of the switching database₁ ~~therein~~; and

~~a at least one~~ contents index database configured to provide the content ~~for providing all the contents that is connectable can be connected~~ to the code value so that the content is searchable ~~contents can be searched, wherein the whereby an off-line interested party selects the content can select contents that will be connected to the code.~~

14. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in claim 13 ~~14~~, wherein
the communication entity platform includes ~~further comprises~~ a user fee payment module configured to pay ~~for paying the~~ rent during a predetermined period by the user by using a user log.

15. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in claim 13, wherein
the communication entity platform includes ~~further comprises~~ a Customer Relationship Management (CRM) ~~CRM~~ module for performing various CRM by using a user log and demographic data.

16. (Currently Amended) The communication service system ~~for providing wired/wireless contents and information~~ as recited in claim 2, wherein
the communication entity platform includes ~~comprises~~:
a switching database configured to store ~~for recording and storing~~ various resources including such as code value values and contents URL₁[[:]]
a contents marketplace configured to issue the ~~for performing functions of issuing a code value and search the content searching contents~~ so that the ~~an~~ off-line interested party module selects ~~can easily select~~ data associated with the code value recorded ~~engraved in the~~ ~~an~~ off-line medium by searching the content ~~contents of the~~ ~~an~~ on-line interested party module on a web base₁[[:]]
a registration administration module configured to perform ~~for performing~~ an operating agent support function₁[[:]]

a switching database management module configured to ~~for administering~~ the switching database,[[;]]

a log database configured to store ~~for recording and storing~~ the use state of the switching database,[[;]] and

~~a at least one~~ contents index database configured to provide ~~for providing all~~ the content ~~contents~~ that is connectable ~~can be connected~~ to the code value so that the content is searchable ~~contents can be searched~~, wherein the ~~whereby an~~ off-line interested party selects the content ~~can select contents that will be connected to the~~ code.

17. (Currently Amended) The communication service system ~~for providing~~ ~~wired/wireless contents and information~~ as recited in claim 16, wherein

the contents marketplace includes ~~further comprises~~ an internal function module configured to perform ~~for performing~~ payment and billing, statistic, management and operating maintenance of an interested party.

18. (Currently Amended) The communication service system ~~for providing~~ ~~wired/wireless contents and information~~ as recited in claim 16, wherein

the communication entity platform includes ~~further comprises~~ a user fee payment module configured to pay ~~for paying the~~ rent during a predetermined period by the user by using a user log.

19. (Currently Amended) The communication service system ~~for providing~~ ~~wired/wireless contents and information~~ as recited in claim 16, wherein

the communication entity platform includes ~~further comprises~~ a CRM module
configured to perform ~~for performing~~ various CRM by using user logs and demographic data.

20. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as in any one of claims 1 to 3, wherein

the on-line interested party module includes ~~comprises~~:

a contents register configured to register ~~for registering and administrating the~~
resource ~~resources~~ corresponding to information on the content ~~a variety of contents~~
~~and commerce~~, which ~~is~~ will be provided to the user, in association with a contents
index database of the communication entity platform, ~~[[;]]~~ and

the content is a plurality of contents ~~that are~~ provided to the user when the user
transmits the resource ~~resources~~ corresponding to the code value.

21. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 20, wherein

the on-line interested party module includes ~~comprises~~ an internal module of the
communication entity platform.

22. (Currently Amended) The communication service system according to claim 2
~~for providing wired/wireless contents and information as in any one of claims 1 to 3~~, wherein

the off-line interested party module includes ~~comprises~~:

a code register configured to search the content ~~for searching a variety of~~
~~contents~~ and commerce data in association with the contents marketplace so that data
to be associated with the code is selectable, ~~can be selected~~; and

an encoding unit configured to receive the ~~for receiving~~ code value ~~values~~
from the code register to output the ~~[[a]]~~ code image corresponding to the code value
~~values~~ so that the code image is usable ~~can be used~~ in a printing software.

23. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 22, wherein
the off-line interested party module includes ~~comprises~~ either the internal module of
the communication entity platform or an internal module of the ~~an~~ operating agent platform.

24. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein
the on-line interested party module and the off-line interested party module are
integrally operated.

25. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein
servers of the platform system are disposed dually.

26. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein
the user device associated with the system is a wireless portable device including ~~such~~
as a PC, a PDA, or ~~and~~ a cellular phone.

27. (Currently Amended) The communication service system ~~for providing~~

~~wired/wireless contents and information~~ as recited in any one of claims 1 to 3, wherein
the user device includes ~~further comprises~~ an authentication module configured to
authenticate ~~for authenticating~~ a service fee payment, and
the on-line interested party module includes ~~further comprises~~ a payment system
configured to confirm ~~for confirming~~ authentication information received from the
authentication module of the user device and transmit ~~transmitting~~ payment approval
information to the authentication module of the user device.

28. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 27,
wherein the authentication module of the user device is a built-in chip shape
of the user device.

29. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 13, wherein
the switching database records and stores the resource including ~~therein resources~~
~~such as~~ contents URL, which will be provided on the basis of the code value ~~values~~, and
product information and service information on the code value ~~codes~~.

30. (Currently Amended) The communication service system ~~for providing~~
~~wired/wireless contents and information~~ as recited in claim 16, wherein
the switching database records and stores the content including ~~therein resources such~~
~~as~~ contents URL, which ~~is~~ ~~will be~~ provided on the basis of the code value ~~values~~, and product
information and service information on the code value ~~codes~~.

31. (Currently Amended) A method for serving contents and information by using
a code having code value codes, comprising:

~~a code input step of inputting the code value codes to a user device;~~

~~a code value transmission step of transmitting ~~received~~ the code value corresponding
to the code values to a ~~corresponding~~ communication entity platform;~~

~~a resources transmission step of allowing a switching database of the communication~~
entity platform to resend resource resources corresponding to the ~~received~~ code value values
to the user device; and

~~a contents and service providing step of transmitting the resource received resources~~
to the user device and ~~then~~ requesting the content contents corresponding to the resource
~~resources and various services.~~

32. (Currently Amended) The method as recited in claim 31, wherein

the ~~code input step of inputting the code value to the user device is by one of modes~~
~~for directly inputting the code values~~ using a character and number input means of the user
device, or by reading characters by using a camera.

33. (Currently Amended) The method as recited in claim 31, wherein

the ~~code input step of inputting the code value codes to the user device includes~~
~~comprises:~~

~~a code image input step of inputting an code image of the code by using an~~
image input means of the user device, ~~[[:]]~~ and

~~a code value extraction step of decoding the code image recognized in the~~

~~code image input step.~~

34. (Currently Amended) The method as recited in claim 31, wherein
the transmitting the code value includes ~~code value transmission step further~~
~~comprises the steps of:~~

transmitting the code value ~~values~~ to an interface unit of the user device and
~~then~~ transmitting the code value from the interface unit to a switching gateway,[[;]]
and

transmitting the code value ~~values received from the switching gateway~~ to a
switching database of the ~~a corresponding~~ communication entity platform.

35. (Currently Amended) The method as recited in claim 31, wherein
the transmitting the resource includes ~~contents providing step further comprises the~~
~~steps of:~~

receiving the resource ~~resources~~ from the interface unit of the user device and
transferring the resource ~~resources~~ to a mobile platform of the ~~the~~ [[a]] user device, ~~such~~
~~as a web browser;~~

transferring the resource ~~resources~~ received from the mobile platform of the
user device to an on-line interested party module or a common web page, ~~thus~~

requesting the content ~~contents~~ and ~~various~~ information corresponding to the
received resource, ~~resources;~~ and

transmitting the content ~~contents~~ and the ~~various~~ information for the request
from the on line interested party module or the common web page to the user device.

36. (Currently Amended) The method as recited in claim 31, further comprising
~~the steps of:~~

transferring information on the use of the content services by the user during a
predetermined period from the communication entity log database to a user fee payment
module_i[[;]] and

allowing a payment system to request the user to pay demand payment for the use of
the content services during the predetermined period.

37. (Currently Amended) The method as recited in claim 31, further comprising
~~a statistic processing process of~~ requesting and analyzing log record information of
the [[a]] user during a predetermined period by using a log database.

38. (Currently Amended) A method for serving contents and information by using
a code having code value codes, comprising:

~~a contents registration step of registering a content contents, which will be provided
by an on-line interested party,~~ to a contents index database;

capturing the code value;

~~a code value issue step of~~ issuing the [[a]] code value that ~~is~~ will be connected to the
content registered contents; and

~~a database registration step of registering resource resources such as the code value
issued in the code values issue step and contents in a database.~~

39. (Currently Amended) The method as recited in claim 38, wherein
the issuing the code value includes ~~code value issue step further comprises:~~

~~a contents search step of searching the content contents to be connected to~~
~~codes;~~

~~a contents selection step of selecting a result results searched in the searching~~
~~the content, contents search step; and~~

~~a step of registering the result results in a communication entity corresponding~~
~~to the content selected contents.~~

40. (Currently Amended) The method as recited in claim 38, further
comprising,[[[:]]

~~an encoding step of transferring the registered code value values to an off-line~~
~~interested party, which then encodes the code value, values; and~~

~~a code image insertion step of inserting the encoded code value into an off-line~~
~~medium that prints an off-line medium.~~

41. (Currently Amended) The communication service system ~~A user device used~~
~~in a system for providing wired/wireless contents and information using a code according to~~
~~any one of claims 1 to 3, wherein comprising:~~

the user device including

a code input means for inputting the code value, values;

an interface unit for transmitting the code value values received from the code
input means to an operating agent platform or a communication entity platform, and
receiving the resource resources corresponding to the code value, values; and

a mobile platform for reproducing the content ~~a variety of contents~~ and
implementing an application driven by the [[a]] code value.

42. (Currently Amended) The communication service system user device as recited in claim 41, wherein

the code input means is either a keypad for directly inputting the code value that includes values such as characters, numbers, and symbols, or a camera for reading characters.

43. (Currently Amended) The communication service system user device as recited in claim 41, wherein

the character input means is an image input means for capturing a code image of the code including, ~~and further comprises~~ a decoding unit for extracting the code value values of the code inputted to the image input means.

44. (Currently Amended) A communication service system communication entity platform user device used in a system for providing wired/wireless contents and information using a code according to any one of claims 1 to 3, wherein comprising:

the communication entity platform includes

a switching database configured to store ~~for recording and storing~~ data therein, which become the resource that includes the various resources such as code value values and contents URL, in association with the outside,[[;]]

a switching database management module configured to administrate ~~for administrating~~ the switching database,[[;]]

a log database configured to store ~~for recording and storing~~ the use state of the switching database,[[;]] and

~~a at least one~~ contents index database databases configured to provide the

~~content for providing all the contents~~ that is connectable ~~can be connected~~ to the code value so that the content is searchable, wherein the ~~contents can be searched~~, whereby an off-line interested party selects the content ~~can select contents that will be connected to the code~~.

45. (Currently Amended) The communication service system ~~communication entity platform~~ as recited in claim 44, wherein further comprising
the communication entity platform includes a user fee payment module configured to pay ~~for paying the~~ rent during a predetermined period by the user by using the user log.

46. (Currently Amended) The communication service system ~~communication entity platform~~ as recited in claim 44, wherein further comprising
the communication entity platform includes a CRM module configured to perform ~~for performing~~ a variety of CRM by using the user log and demographic data.

47. (Currently Amended) The communication service system ~~An operating agent platform used in a system for providing contents and information using a code~~ according to any one of claims 1 to 3, wherein comprising:

the operating agent platform includes

a switching gateway configured to receive ~~for receiving~~ the code value ~~values~~ from the user device and distribute ~~distributing~~ the ~~received~~ code information of the code value to platforms of a each communication service provider;

a contents marketplace configured to issue ~~for performing functions of issuing~~ the [[a]] code value and search the content ~~searching contents~~ so that the ~~an~~ off-line

interested party module selects ~~can easily select~~ data associated with the code
recorded ~~engraved~~ in the ~~an~~ off-line medium by searching the content ~~contents~~ of the
~~an~~ on-line interested party module on a web base₁[[;]] and
a registration administration module configured to perform ~~for performing~~ an
operating agent support function.

48. (Currently Amended) The communication service system ~~An on-line~~
~~interested party module used in a system for providing contents and information using a code~~
according to any one of claims 1 to 3, wherein comprising:

the on-line interested party module includes

a contents register configured to register the resource ~~for registering and~~
~~administering resources~~ corresponding to information on the content ~~a variety of~~
~~contents~~ and commerce, which ~~is~~ ~~will be~~ provided to the user, in association with a
contents index database of the communication entity platform₁[[;]] and

the content is a plurality of contents ~~that are~~ provided to the user when the user
transmits the resource ~~resources~~ corresponding to the code value.

49. (Currently Amended) The communication service system ~~The on-line~~
~~interested party module~~ as recited in claim 48, wherein the on-line interested party module is
composed of an internal module of a communication entity platform.

50. (Currently Amended) The communication service system ~~An off-line~~
~~interested party module used in a system for providing wired/wireless contents and~~
~~information using a code~~ according to any one of claims 1 to 3, wherein comprising:

the off-line interested party module includes

a code register configure to search the content ~~for searching a variety of contents~~ and commerce data in association with the contents marketplace so that data to be associated with the code value is selectable, ~~can be selected~~; and

an encoding unit configured to receive the ~~for receiving~~ code value values from the code register to output the ~~the~~ code image corresponding to the code value values so that the code image is usable ~~can be used~~ in a printing software.

51. (Currently Amended) The communication service system ~~The on-line interested party module~~ as recited in claim 50, wherein

the off-line interested party module is either an internal module of the communication entity platform or an internal module of the operating agent platform.